

Message Text

UNCLASSIFIED

PAGE 01 LAGOS 02823 081407Z

44

ACTION AF-06

INFO OCT-01 ISO-00 EB-07 /014 W
----- 042515

R 080950Z MAR 76
FM AMEMBASSY LAGOS
TO USDOC WASHDC
INFO SECSTATE WASHDC 3769

UNCLAS LAGOS 02823

E. O. 11652: NA
TAGS: BEXP, NI
SUBJ: AMERICAN VEHICLES DISPLAYED AT NIGERIAN NATIONAL
AUTO SHOW

1. NIGERIAN NATIONAL AUTO SHOW HELD FEB 24 - MARCH 7 IN LAGOS NATIONAL STADIUM, FEATURED PARTICIPATION OF US PASSENGER CARS, SCHOOL BUS, LIGHT TRUCKS AND GARBAGE TRUCK FOR FIRST TIME. CITY MOTORS, A LAGOS CORPORATION CHOSEN IN LATE 1975 BY FORD TO SELL ITS AMERICAN-MADE TRUCKS AND BY AMERICAN MOTORS CORP TO SELL ITS AUTOMOBILES, WAS RESPONSIBLE FOR US PRESENTATION.

2. ALTHOUGH US VEHICLE DISPLAY CONSISTENTLY THE MOST POPULAR AT SHOW, PRICES WERE FAR HIGHER THAN COMPETITION. AM PACERS SOLD FOR 11,000 NAIRA, AM MATADORS SLIGHTLY HIGHER. FORD 48 PASSENGER SCHOOL BUS AT 30,000 NAIRA. SALES FOR ALL REPORTED BRISK.

3. IN COMPARISON VOLKSWAGEN "READY TO ROLL" PRICES RAN FROM 2,700 NAIRA FOR 1500 2-DOOR "BUG" MODEL TO 5,700 NAIRA FOR COMBI. PEUGEOT MODELS RANGED FROM 4,500 TO 7,400 NAIRA. SOVIET CARS, REPRESENTED BY NIGERIAN-OWNED WAATECO, CAME IN FOUR MODELS AT LOWEST PRICES IN SHOW. MOSKVICH 1500 MODEL SOLD FOR 1,800 NAIRA, VOLGA STATION WAGON FOR 3,500, ALL-PURPOSE GAZ UTILITY VEHICLE FOR 3,000. WAATECO DISPLAY MANAGER STATED THAT COMPANY STARTED WITH SOVIET LINE IN EARLY 1960'S AND HAD GOT OFF TO "VERY BAD START" BECAUSE OF LACK OF SPARE PARTS AND INABILITY TO MAKE REPAIRS. THIS ALLEGEDLY CORRECTED SEVERAL YEARS AGO AND VEHICLES NOW ENJOY CREDIBILITY AND ANNUAL SALES

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 LAGOS 02823 081407Z

APPROXIMATING 4,000 UNITS. WAATECO SENDS 15 OF ITS MEN EACH

YEAR FOR 3 MONTHS TRAINING IN USSR. MANAGER CONFESSED, HOW-
EVER THAT HE HIMSELF HAD PUT DOWN PAYMENT ON MUSTANG SUPPLIED
BY FORD'S PASSENGER CAR DISTRIBUTER IN NIGERIA, ALLEN'S LTD.,
WHICH DID NOT PARTICIPATE IN SHOW.
EASUM

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 08 MAR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976LAGOS02823
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760087-0537
From: LAGOS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760385/aaaacwua.tel
Line Count: 66
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION AF
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 01 SEP 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01 SEP 2004 by meiwc>; APPROVED <21 OCT 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: AMERICAN VEHICLES DISPLAYED AT NIGERIAN NATIONAL AUTO SHOW
TAGS: BEXP, NI
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006